

**MINUTES OF THE  
CAREERSOURCE FLAGLER VOLUSIA  
BUSINESS DEVELOPMENT COMMITTEE  
September 28, 2021**

A virtual meeting of the CareerSource Flagler Volusia Business Development Committee was called to order, at 9:00 a.m. on the 28<sup>th</sup> day of September 2021, pursuant to written Notice fixing said time and place; the same being filed and attached to these minutes.

Dr. Aubrey Long Chaired the meeting and Ms. Jennifer Gosling served as the Recording Secretary. Dr. Long asked Ms. Gosling to call the roll.

The following members of the Business Development Committee were present:

Ms. Kelly Amy, Manager of Strategic Partnerships – Volusia County Schools  
Mr. Greg Blose, CEO/President – Palm Coast-Flagler Regional Chamber  
Mr. Brad Harris, Business Manager – Volusia County Economic Development  
Ms. Nancy Keefer, President & CEO – Daytona Regional Chamber  
Dr. Aubrey Long, Owner – Long Global Enterprises  
Mr. Shailesh Patel, President – Dredging and Marine Consultants  
Mr. Michael Zaharios, Program Director – Florida Virtual Entrepreneur Center

The following guests were also present:

Ms. Kim Grey, FL Operations Director – Eckerd Connects  
Mr. Charlie Howell, Vice President Business Development & Technology –  
CareerSource Flagler Volusia  
Mr. Howard Johnson, Data Manager – Eckerd Connects  
Ms. Robin King, President & CEO – CareerSource Flagler Volusia  
Ms. Trish McGetrick, Outreach and Special Projects Manager – CareerSource Flagler  
Volusia  
Ms. Loren McGinley, Accounting/LMI Specialist – CareerSource Flagler Volusia  
Mr. Frank Mercer, Director – Center for Business and Industry, Daytona State College  
Ms. Donna Runge, Region 11 Administrator – Department of Economic Opportunity  
Ms. Christine Sikora, Vice President of Innovative Workforce Solutions – CareerSource  
Flagler Volusia  
Ms. Kathy Spencer, Director of Business and Career Services – CareerSource Flagler  
Volusia  
Mr. Brian Willard, Program Manager – Road to Success  
Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia

Dr. Long called the meeting to order and asked for a motion to approve the minutes from the April 5, 2021 meeting.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Business Development Committee approved the April 5, 2021 minutes.

Dr. Long advised that the first item on the agenda was to discuss the content of a new brochure for businesses regarding Diversity, Equity, and Inclusion (DEI). Mr. Charlie Howell advised that CareerSource Flagler Volusia is developing the brochure as a resource to assist businesses when creating their own DEI plans. He stated that this was part of a larger initiative to create workshops and other resources for businesses on a variety of topics. Ms. Robin King noted that the idea for a DEI brochure came from Committee member, Mr. Shailesh Patel. She explained that what he learned from the sessions with Dr. Deanna Wathington this year was that businesses could use help with the tactical side of implementing DEI initiatives.

Ms. King advised that the file sent to the Committee was the rough draft of the content and provided an overview of the information. She stated that in addition to a brochure, this information would be shared on the business page of [www.careersourcefv.com](http://www.careersourcefv.com). Ms. King advised that some of the information was taken directly from Dr. Wathington's presentations with her permission. Ms. King asked for feedback from the Committee.

Questions were raised on whether small businesses are equipped to address DEI and who was the brochure's intended audience. Ms. King replied that Mr. Patel owned a small business and asked him for his perspective. Mr. Patel agreed that small businesses may have difficulty allocating time and resources for DEI initiatives. He suggested putting together a separate document that outlines a few minimum considerations that a smaller company should have as part of their DEI plan. Ms. King advised that the intended audience was for smaller businesses that do not have HR departments, and that there was an upcoming grant that could potentially assist in creating additional resources for small businesses.

A suggestion was made to include quotes from businesses that have embraced DEI to make the resources more peer-to-peer which could include some small businesses that have successfully implemented DEI initiatives. Ms. King stated that she would reach out to the Society for Human Resource Management (SHRM) and that she and Mr. Frank Mercer may be able to obtain a few quotes at the DEI Symposium on Friday. The Committee was invited to attend the Symposium that would be held in person and virtually at Daytona State College (DSC).

Next, the Committee discussed the Linkages to Equitable & Enhanced Access to Prosperity (LEEAP) program. Ms. King reported that LEEAP was a project that was designed by a steering committee comprised of herself, Ms. Michele Toliver from the City of Daytona Beach's Redevelopment office, Ms. Shilreatha Dixon from the Spring Hill Community Resource Center, and Ms. Renee Stauffacher the Director of the Flagler

Technical College. She explained that the program was a continuation of the work that began in November 2019 with the Entrepreneurial Learning Initiative (ELI) by going into the neighborhoods in zip codes 32114 for Daytona Beach, 32110 for the Bunnell and Mondex area of Flagler County, and the Spring Hill Community Redevelopment Area. Ms. King advised that the program would train residents to be Entrepreneurial Mindset facilitators and each of the sites in the designated areas would hold six classes over a period of two years to train a total of 250 participants. She stated that while the majority of participants are not expected to start their own businesses, it was a way to encourage them to return to the workforce or enter the workforce for the first time with the soft skills needed to succeed.

Ms. King advised that the program's largest business partner is Halifax Health who will offer some of the training at their facilities. She noted that DSC has been doing ELI training on top of their Career and Technical Education (CTE) programs and that the grant will serve to amplify what they are already doing. Ms. King advised that the bulk of the grant would be allocated to support services and needs related payments. She explained that the skills taught through ELI align with the soft skills needed by employers and that by treating participants as professionals who earn money through the use of their time, it enforces the idea that their time is valuable.

Approximately ten years ago, CareerSource Flagler Volusia participated in an entrepreneurial program called Startup Quest. Ms. King advised that the data and evaluation from that program has recently become available from the Department of Labor. She stated that the data shows that while participants do not necessarily become entrepreneurs, they do become very successful employees. Ms. King reported that she will be submitting the grant later in the week with a budget of \$1.5 million over the course of a two-year period. She stated that for greater post-grant self-sustainability, master facilitators will be trained that are able to train future facilitators and case management will not be performed by CareerSource Flagler Volusia; instead, case management and mentoring will be performed at the different venues. The Committee expressed their support for the program.

Next, Ms. Trish McGetrick provided an update on 1 Million Cups (1MC). She reminded the Committee that 1MC was an entrepreneurial community where new, aspiring, and seasoned entrepreneurs are brought together weekly along with business leaders and community members. Ms. McGetrick explained that every week, two speakers are selected to present their business ideas to the group, and the group asks questions and offers suggestions. She advised that 1MC is sponsored by the Kauffman Foundation and takes place on the same day and time every week in communities across America.

Ms. McGetrick reported that back in March the Daytona Beach 1MC Chapter was struggling to remain consistent with the pandemic. She advised that while many of the Chapters had moved to an online platform, the Daytona Beach Chapter continued to meet in person. Ms. McGetrick stated that finding speakers became more difficult, and the team that organized the event were not working cohesively or with defined roles. She stated that after speaking with Mr. Charlie Howell and Mr. Michael Zaharios about the continuity of the Chapter, it was decided to take a break and reform the organizing team. Ms. McGetrick stated that the plan was to relaunch in the Fall. She reported that the relaunch took place last week at the Cinematique Theater with twenty-three in-person participants, eleven attending online, and the Facebook live stream has been viewed over five hundred times.

Ms. McGetrick advised that the Chapter has at least one speaker secured for the next six weeks, and she extended an invitation to the Committee to attend one of the Chapter meetings on Wednesday mornings at 9:00 am. A question was raised on whether DEI initiatives could be discussed at one of the Chapter events and if CareerSource Flagler Volusia could request feedback from the smaller companies on what they need. Ms. McGetrick replied that there are occasionally resource meetings where participants learn about various community resources and assistance available to businesses and startups. She stated that DEI resources would fit well within that platform. Another question was raised on whether there was a way to incorporate 1MC into the LEEAP grant. Ms. King advised that letters have been received from 1MC, SCORE, the Small Business Development Center, and other entrepreneurial and economic development organizations in support of the LEEAP program.

Dr. Long asked Mr. Howell for a report on the changes to the Strategic Imperatives. Mr. Howell briefly reviewed the changes to the tasks assigned to the Committee. After his review, Ms. King clarified that the Rapid Response allocations are funding the newly created Business Outreach position which included an outreach budget of \$60,000. She advised that staff will be working on an outreach plan.

Dr. Long called on Mr. Michael Zaharios to present the Volusia County Small Business Initiative. Mr. Zaharios reported that he was hired as a consultant for the Volusia County Economic Development Department for a survey the County commissioned as part of their Volusia Business Resources program. He encouraged the Committee to visit the website for more information at [www.volusiabusinessresources.com](http://www.volusiabusinessresources.com). The purpose of the survey was to understand how businesses find and share information. Mr. Zaharios reported that the survey was designed to confirm resource alignment, inform discussion

and plans, and to answer questions regarding the differences in perception, where the “common ground” is located, and identify areas of need. He advised that there were 449 business and 37 partners who participated in the survey.

Mr. Zaharios noted that seventy percent of the respondents were small businesses with less than nine employees, which was indicative of the majority of companies in Volusia County and the targeted demographic for the survey. He reported that the results of the survey show that business assistance resources are being used by some resident businesses; however, it was revealed that some needs remain unmet either due to limited awareness, a lack of confidence, or a gap in available resources. Mr. Zaharios stated that the challenge is reaching out to businesses that have not engaged with community partners and stressed the importance of ensuring consistent information is given no matter which door a business owner walks through. He advised that both businesses and partners ranked improving connections with each other as one of their top three recommendations for ways to improve small business support.

Mr. Zaharios advised that the majority of businesses cited their three top needs as being labor force, financial, and strategic assistance which matched the resources that partners plan to offer in the future. Additionally, companies were asked how likely they were to use certain resources when seeking help with problems or new strategies. He reported that businesses were more likely to seek help using web resources, another business, or a business association rather than reaching out to partners. Mr. Zaharios explained that in many cases, businesses were simply not aware that assistance was available through those agencies.

Mr. Zaharios advised that sixty-five percent of partners have received one or more requests for assistance that remained unmet, and while sixty-eight percent of businesses said they were able to find the resources they needed, only ten percent found those resources because the provider was a familiar institution. He explained that this meant fifty-eight percent of businesses had to spend time searching for the resources they needed. He stated that there was a workshop last Friday to review the results and Volusia County Economic Development is planning to hold more sessions to address the gaps in services and resources. A question was raised on why there was a lack of confidence when seeking resources. Mr. Zaharios responded that some of the resources that are available are not a match for what the businesses need.

Following Mr. Zaharios’ presentation on Volusia County, Ms. King provided an update on the Flagler County Rural Initiative, which was a coordination between CareerSource Flagler Volusia and the Palm Coast-Flagler Regional Chamber to bring more assistance

and resources to small businesses. She advised that the program would work with Coastal Entrepreneurship and Innovation Institute to provide scholarships to startup companies, and a speaker series is being developed that will be held at Daytona State College's Palm Coast campus in addition to holding several Business Expo events. Ms. King noted that she has been introduced to a group of Flagler high school students that have created their own 501(c)3 Junior Chamber organization which is being used as a leadership program for other high school students. Mr. Greg Blose stated that the Palm Coast-Flagler Chamber was excited to work with CareerSource Flagler Volusia on the Rural Initiative program.

With no other business to be heard, the meeting was adjourned.

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Recording Secretary